<u>Abstract</u>

The present invention provides novel DNA constructs comprising a transcriptional regulatory sequence comprising a polynucleotide derivable from the eIF4A1 gene promoter. In preferred embodiments, the polynucleotide further comprises a polynucleotide derivable from the eIF4A gene introns, particularly intron 1. Host cells harbouring the constructs are also provided. These novel constructs have applications in gene therapy, DNA vaccines and in the commercial production of proteins.